

# AMERICAN CIDER ASSOCIATION SPONSORSHIP OPPORTUNITIES

The American Cider Association is a network of cideries from all over the country and the world! Our members are dedicated to their craft and are active participants in our programming.

We are a non-profit organization. This means our programming relies on the support of generous companies like you.

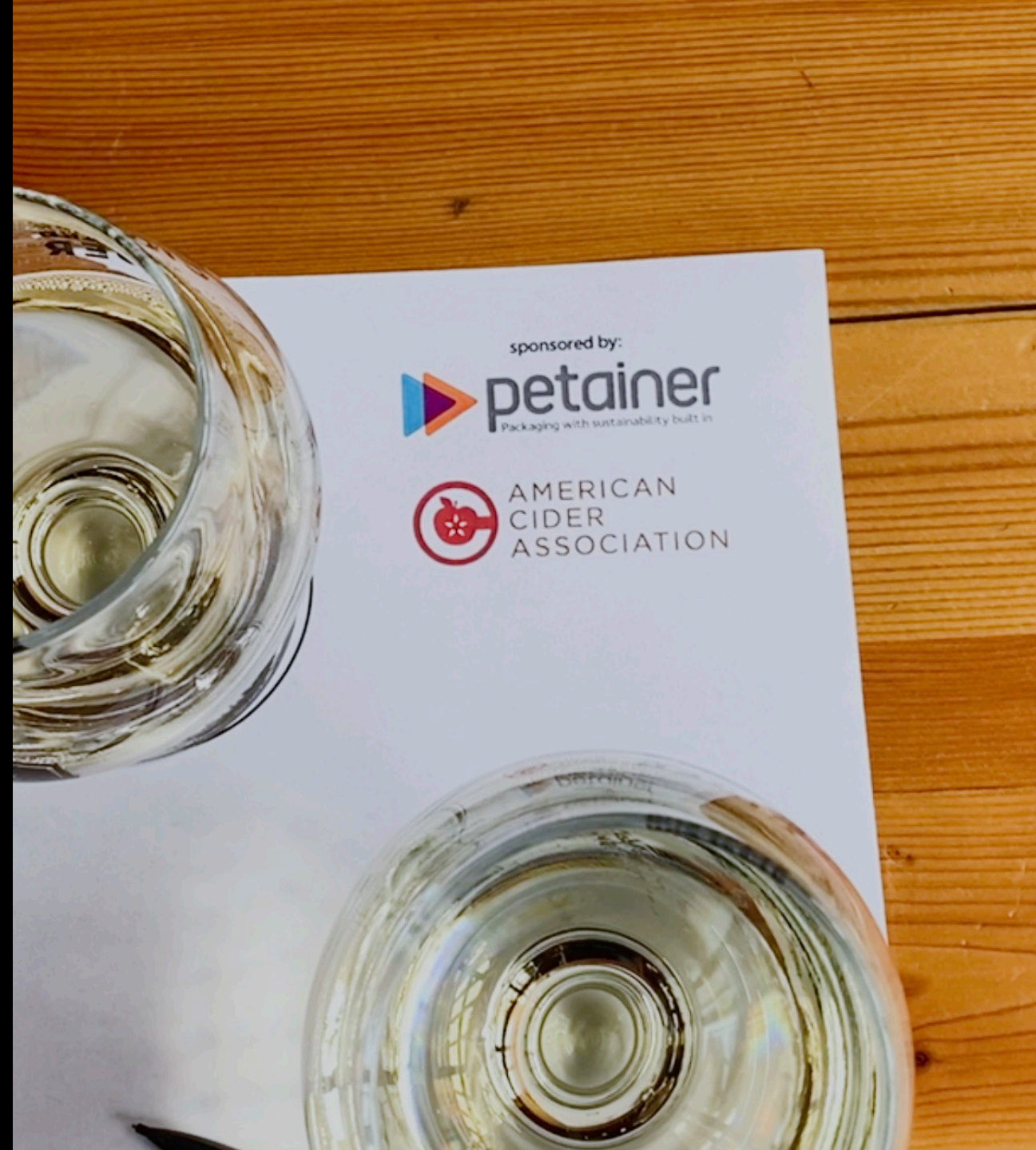
Our flagship program is CiderCon®-- attracting over 1000 people every year, it is the world's largest gathering of cider professionals. There are many opportunities to showcase your sponsorship at this event!



# SPONSORSHIP RECOGNITION

By sponsoring in the American Cider Association, you are investing in the future of the US cider industry. That means you and ACA have a shared mission, and that's something we want to brag about. We want our members to see your logo and know you went the extra mile to support them. We recognize all sponsors in two ways:

**CORE** + **CUSTOM**










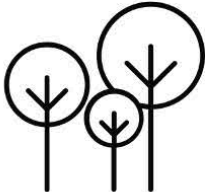
# SPONSOR RECOGNITION



**CORE** recognition includes various levels of logo placement on our website, ACA social media and CiderCon® materials.




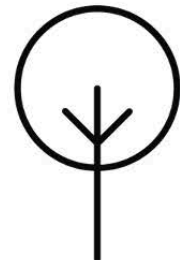
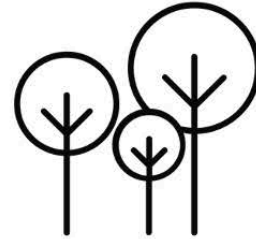
**CUSTOM** recognition relates to specific program sponsorship. CiderCon® is our flagship education programming. All the sponsor recognition customizations in this packet relate to CiderCon®.

# CORE SPONSOR RECOGNITION BY TIER

 AMERICAN CIDER ASSOCIATION	 SCION	 BUD	 BLOSSOM	 TREE	 ORCHARD
PARTNERSHIP BENEFITS					
CiderCon Newsletter Acknowledgment	Grouped Logo	Grouped Logo	Grouped Logo	Linked Logo	Blog + Linked Logo
Main Stage Highlight	Company Name Listed	Speech Highlight	Solo Slide and Speech Highlight	5 Minute Mainstage Speaking Opportunity	5 Minute Mainstage Speaking Opportunity
Trade Show Booth Size	Standard width	Standard width	Standard width	Large   Double-Width	Large   Double-Width
Booth Selection Priority Points	1 point	2 points	3-6 points	6-9 points	10+ points
Complimentary Advertising on CiderCon site	Linked Company Name	Linked Logo	1 MO Banner Ad on ACA site and large linked logo	3 MO Banner Ad on ACA site and large linked logo	9 MO Banner Ad on ACA site and 2 MO Banner Ad on CiderCulture.com
Social Media Appreciation	Group Posts on Instagram and Twitter	Individual Posts on Instagram and Twitter	Individual Posts on Instagram, Facebook, LinkedIn, and Twitter	Individual Posts on Instagram, Facebook, LinkedIn, and Twitter + IG or FB Live Feature	Individual Posts on Instagram, Facebook, LinkedIn, and Twitter + IG or FB Live Feature
T-shirt Logo & Virtual Platform Sponsor Logos		Small	Medium	Large	X-Large
Option to be included in VIP swag bag		✓	✓	✓	✓
Push Notifications to Booth during Trade Show			✓	✓	✓
Bonus Trade Show Pass			1	2	3
Education Track Name Rights				✓	✓
Floor signage (Arrows on the floor for example)				✓	✓
Extra Wall Signage or Escalator Wrapping					✓
Sponsor Commitment	\$750	\$751-\$2,999	\$3000-\$5999	\$6000-\$9,999	\$10000+



# CUSTOM EDUCATION SPONSOR RECOGNITION

CiderCon Brand Placement Options by Sponsorship Tier	 SCION	 BUD	 BLOSSOM	 TREE	 ORCHARD
	Wi-Fi \$750 (4)	Session Room Banners & Co-branding \$2500 (3)	Coffee sponsor \$5000 (Exclusive)	Cider Share \$8000 (Exclusive)	Contact <a href="mailto:Michelle@ciderassociation.org">Michelle@ciderassociation.org</a> to learn more
	Tour Co-Branding \$750 (5)	Tasting Room Banners & Co-branding \$2500 (3)	Lunch sponsor \$4000 (2)	Conference App \$7000 (Exclusive)	Lounge
	Swag Bag Product \$750 (3)	Conference Folder \$2000 (Exclusive)	Main Session Sponsor \$3000 (4)		Wi-Fi Station
		Conference Pens \$1500 (Exclusive)			Movie-Night
		Podium Sponsor \$1000 (Exclusive)			
	\$750	\$751-\$2,999	\$3000-\$5999	\$6000-\$9,999	\$10000+

# STEPS TO SPONSORSHIP

1. Determine your budget for sponsorship
2. Identify your sponsorship tier based on that budget
3. Discuss CUSTOM sponsor recognition options with us to find a sponsorship option that is perfect for your needs.

*I look forward to helping you!*

Michelle McGrath  
American Cider Association  
Executive Director

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